



Euromonitor
International

Tourism Flows in Spain

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Sustainable and authentic travel spreads demand beyond traditional hotspots

Secondary destinations attract a growing share of tourism flows

Seville strengthens year-round tourism demand

Chart 1 Tourism Flows Spending by Category: Value 2026

WHAT'S NEXT?

Government strategy is set to spread tourism beyond Spain's most visited destinations

Authentic and sustainable experiences are poised to increase the appeal of inland destinations

Air and rail connectivity is forecast to support more balanced regional growth

Chart 1 Forecast Tourism Flows Spending by Category: Value 2026-2031

PRODUCTS

Experience-led accommodation expands beyond Spain's traditional destinations

Connectivity improvements support multi-destination itineraries

Events and flexible travel patterns extend destination relevance

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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